



Plain Talker

AUGUST 1934

SELL

6-60¢

IN SEPTEMBER.....

THE CUSTOMER SAVES 10% BY
BUYING BY THE CARTON.....

NO DOWN PAYMENT REQUIRED
TWO PAYMENTS OF 54¢ EACH

YOU GET 20¢ COMMISSION
ON EACH CARTON YOU SELL

WATCH BULLETIN BOARDS FOR
COMPLETE DETAILS

YOU CAN EARN REAL MONEY
IF YOU HUSTLE....

THE PRESIDENT'S MESSAGE

o o o

We have been through a great many strange experiences together during these past four years--some pleasant, others not so enjoyable; but after all, it could have been worse. Some of our earlier ambitions have had to be revised, a few of the plans we cherished were remodeled or abandoned, but in the main we now have as good health, as many friends and a keener zest for any good thing the future may hold for us.

Perhaps our most distressing sacrifice has been that of giving up part of the earnings we once enjoyed, because there just wasn't enough to go around when the Company's books were balanced at the end of the month. Wage cuts never did get a big hand, yet they were absolutely necessary in order to maintain the Company's credit and standing in the business world. I think all of us realized the situation and carried on under the new arrangement with a spirit of patience and an undimmed enthusiasm that will stand to the everlasting credit of each and every employee of this Company.

Just to get the record straight, let's turn our memories back and recall that many of our friends and neighbors, whether working for someone else or running an individual business, had to take cuts long before circumstances forced them on us. And let's recall, too, that others had to cut much deeper than we did in order to make the garment fit the cloth. Remembering this, let's renew our faith in the fairness of the Company's policies, and continue our enthusiastic efforts to put it in a position to give us all even bigger and better opportunities.

Even wage cuts have an ending, believe it or not, and now I am happy to announce that the first turn in the tide is


(Continued on page 3.)

GOOD SALES REPORTED

From all points in the territory come reports of enthusiastic reception of the new General Electric Lif-top refrigerator. Almost without exception, every property included in Plain Talks news a few lines on Liftop results.

Since August 4, when the first carload was received, the Company has sold three carloads, dealers cooperating. In Beaumont, Port Arthur and Lake Charles we "splashed" news of the arrival of the first shipment and response was instantaneous. Reports from early buyers are that they find this little machine surprisingly roomy, and unusually fast in freezing.

Complete reports for the month are not in at the time this is written but we find that in addition to Liftops sold we have enjoyed a highly satisfactory business on the regular line of refrigerators. The small, quality machine, at a low price on easy terms proved to be just what the doctor ordered to stimulate refrigeration business generally.



Mr. and Mrs. McChesney and daughter, Betty Jean, and Mr. and Mrs. DeBouy spent their vacation in the "hill country" near Hunt.

Parker Allen, Mrs. Allen and Clark left August 30 for indefinite destinations. They plan to return from their "hither and yon" vacation by September 10.

We dropped by to see our old friend Art Krueger the other day, found him looking fine and had a pleasant chat. Art has been laid up for many months but he's the kind of a guy who can take it and we look forward to the time, in the not distant future, when he will be with us again.

Clarence (Lieutenant) Barron devoted his two weeks to brushing up on military strategy at Fort Barrancas at Pensacola.

here. While increased wage and material costs, on account of N.R.A. compliance, and tremendously increased taxes have more than eaten up the increased earnings we have attained, the prospect for the future is just enough better to allow the Company to risk restoring a part of the cuts made in 1932. There's a lot of faith in this move--first, faith in the territory in which we operate and in its ability to recover, and second, faith in the individual employee and his enthusiasm to carry the Company forward as the opportunities arise. Let us hope that our faith in these matters is justified.

As of September 1, all employees who have had two ten-per-cent cuts in base pay will have the August, 1932 cut restored. In those few cases where total cuts have been less than two ten-per-cents, one half of the total cuts will be restored, and for those employees whose base pay has been adjusted on account of changes in hours required by the N.R.A., equitable adjustments will be made.

Tom Walker

Mr. Walker and family are spending their vacation with Mr. Williams and his family at the Williams camp near Waynesville, N. C.

Henry Whiton, the well known Yankee rate expert, shook off the adding machine tape, folded up his charts, said goodbye to his slide rule and quietly departed for a vacation up Hingham and Madison way. With Mrs. Whiton and Albert, he is making the trip by car, expecting to be back after Labor Day.

The Pete Guelfis visited relatives in Anahuac, Galveston, and made a flying trip to Monterrey, Pete returning to the job on August 20.

Among visitors the past month was Mr. Hanlon, who spent several days in Beaumont the week of August 5th.

ANNUAL TENNIS BATTLE

The annual employees' tennis tournament, which drew entries from Beaumont, Port Arthur, Nederland and Orange, started August 18 at the Beaumont Municipal Tennis Courts with thirty players participating. Finals in all matches were rained out last Sunday and will be played the early part of September. Louis Maher and O. G. Floyd will play Jimmie Keith and H. E. Mortimer for the doubles title; Jimmie Keith and Louis Lengnick will play for the singles championship; and Bill Terrell and M. R. Kunitz will play for the consolation. The following employees participated in the tournament:

Orange: E. L. Banks, James Selman, George West.

Port Arthur: Luke Levesque, Kirk Brock, Joe Hatley, J. D. Jordan, L. W. Lengnick, M. R. Kunitz.

Nederland: Frog Handley.

Beaumont: Jimmie Keith, O. G. Floyd, K. E. Sutton, Bill Terrell, Bob Haynes, R. O. Hopkins, A. G. Fontana, H. E. Mortimer, C. E. Johnson, Lewis Roberts, Louis Maher, F. F. Johnson, Cecil Nantz, W. A. Sherman, Jim Coltharp, Andy Poulson, Charlie Ingraham, R. F. Clarke, L. R. Eddins, C. O'Brien.

A SUGGESTION

We recommend for re-reading the fourth paragraph of Mr. Walker's letter. All of us who are at all familiar with the Company's position know that we aren't "out of the woods" yet; that we must continue to cut corners and individually and collectively do all that we can to improve the Company's condition if we are to share to any extent in "returning prosperity." In our enthusiasm as a result of Mr. Walker's announcement let's remember that it is up to us now to justify the move.

FRANK DYKE, well known in both La. and Tex. Divisions resigned Aug. 1 from the Advertising Dept. to become Adver. Mgr. of the Beaumont Iron Works. Mr. Dyke was Associate Editor of Plain Talks and leaves a splendid record in selling and advertising work for our Company. While it's a far cry from kilowatts to cast iron, we confidently expect him to make good in a big way on his new job.

BEAUMONT

Accounting Dept.

Born to the J. H. Linnehans on July 30, a daughter, who has been given the name of Jean.

Vacations: Velna McCarthy to Houston; W. J. Campbell at home and surrounding cities, and Julia Peterson at Navasota. All back at work now.

Wedding Bells: Sure enough the charm worked - when Lourah Mae Bell left the Company to become a housewife, Nita Hogan changed her desk for Lourah's and just a few months have passed before the charm worked. Nita was married August 26 to E. C. Jancik.

We are pleased to welcome Shirley Laughman, the new Comptometer Operator, to the Accounting Dept.....Messrs. B. E. VanVliet and L. T. Ostberg, Auditors of Stone & Webster Service Corporation are now engaged on their periodical examination of the Company's records.

Our ex-Assistant Treasurer, Jim Murray and Mrs. Murray the latter part of July and early August, visited Beaumont and several of our other properties. A number of parties were given in their honor and Jim was given ample opportunity to dig divots on golf courses of the section.

In order that the visitors might be present, the annual party of the Women's Committee was postponed a week by President Cockrell. The party was held at the Round Table camp on Village creek and the big crowd had a good time swimming, eating and enjoying the enjoyable program arranged for the occasion.

Distribution Dept.

The following men under E. A. Jones were in Louisiana a part of June and all of July repairing storm damage; J. B. Morrison, J. C. Morrison, G. B. Oglesbee, Martin Zoller, J. B. Flanagan, and P. H. Lea.

A call came to us from our neighbor, the Baton Rouge

Electric Company, for assistance. A tornado which had been playing around over the Gulf of Mexico had suddenly swooped down on Louisiana. Poles and wires were down. Thousands were without service. A crew was hastily gotten together from Beaumont, Port Arthur and Liberty and dispatched to Baton Rouge. A letter recently received by Mr. Walker from Mr. Roy S. Nelson, of the Baton Rouge Electric Company, contained the following statement:

"As I told Mr. Terrell by telephone at the time, we are of the opinion that you must have picked your best men to send us. At any rate, they were a bunch of real stars and were not only of tremendous assistance to us in getting out customers back on the lines but set such an example to our men for efficient, safe and altogether excellent workmanship that we are still talking about them as a standard of comparison."

We are all glad to hear that G. S. Stobart's wife and son who were injured in an automobile wreck in Galveston are making a steady recovery.

Vacations: J. O. Potts and family to San Antonio and Kerville; R. O. Hopkins to Fort Sam Houston; B. H. Gager and family to Stephenville; H. E. Braunig and family to Austin and Navasota; Ed Hollins stayed in Beaumont; A. E. Read to Silsbee and Navasota; Fred Carter and family to Carlsbad, N. M.; J. B. Coltharp and family to Turnersville; Bill Sterling and family to Niagara Falls and Chicago.

Stenographic Dept.

Mrs. Ruth Morgan and Mrs. Pearl Krauel resigned August 15 and September 15, respectively. Both girls have been popular among employees of this, as well as other departments, and will be missed greatly.....Judith McMahon and Thomas Hoffman are new employees of the Stenographic Department; Miss McMahon is a stenographer and Tammie, messenger.....Imogene Davis and young son, Richard, went to Henderson, Texas.....Elsie Murray spent a week in Houston.....Mary Lilyerstrom went to her home in Knoxville, Ill.....Alice Lyons spent vacation at various points in Louisiana.....Frances Emmer and Delcie Miles spent a week at Gilchrist during July.

Production Dept.

Vacations: J. A. Keith visited Houston and participated in the River Oaks Tennis tournament.....G. W. Dodds spent his vacation in and around Beaumont.....J. O. Bauman and family visited relatives in Pensacola.....R. S. Burges and family visited relatives in Seguin and toured many West Texas cities.....E. A. Andrus and family spent most of their vacation in New Orleans with Mr. Andrus' mother.R. H. Lawton and family visited relatives in Alabama and Florida.....A. J. Reed spent his vacation in Beaumont and Orange... ..L. L. Landry and family visited friends in San Antonio and toured several West Texas cities.....E. Projcan spent his vacation with his family in Lafayette.....M. Montagne and family visited relatives in Abbeville..... S.E. Moore and family visited friends in Houston R. H. Henckel and family spent their vacation in Galveston. H. J. Ripple has taken up surf board riding to defeat the hot weather.....Two young ground squirrels have recently been added to C. Netzer's Zoo. His collection now includes one Plymouth Coupe, one guinea pig, a cat, an alligator and three ground squirrels. R. F. Clark was transferred to Neches Station from Tevis Street Station..... R. F. Sorrells was transferred from Neches Station to Tevis Street Station..... G. F. Brill of Marietta, Pa., started work at Neches Station July 17..... The large smile on Mr. Fulton's face lately is caused by the new Ford V-8 which he recently bought.

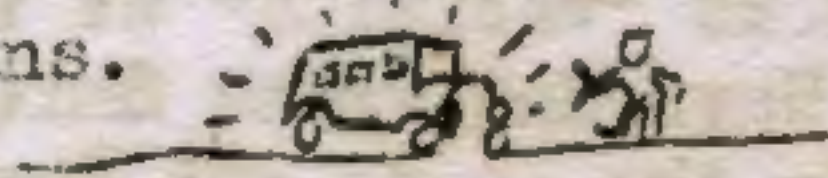
PORT ARTHUR

Sgt. Sam Umphrey, Ten Star District Representative, has just returned from a two weeks "vacation" at the National Guard Camp at Palacios.....Burris Hays and Frank Smith have been ill for the past two weeks; a tramp in the woods got Burris, while a mosquito got Frank down. Just couldn't take it..... Hy Eden of the Accounting Dept. has been transferred to the Commercial Dept.; we welcome her to the inner circle.....Leroy Johnson, Joe Blanchard and and F. T. Hargrove are now on their vacations. We surely miss them right now.Mamie Voyles and Charles DeCuir initiated C. M. Colyer, Supt. of Merchandise Sales, to his duties by having him attend three nights

of a colored cooking school, conducted by the Pure Food Show. Gulf States furnished a Waldorf range and a number of small appliances. About 1500 colored women attended.....Vacation time finds Sidney Hebert making a short visit to Galveston, going fishing and enjoying outdoor sports. Mrs. Jones reports a nice trip to the Ozark Mountains. Maude Hildebrandt visited the "old home" in Northeast Texas. Thelma Caughlin to Kansas City (we wonder why?), M. J. Babin spent most of his vacation in Port Arthur.....We welcome in to our organization Miss Elizabeth Hagy, a graduate of Port Arthur College. She is filling the vacancy caused by the transfer of Miss Eden to the Commercial Dept.

P.A. Distribution Dept.

Y. L. Hughes and "Slim" Stover have been spending the past two weeks at Palacios while attending the National Guard Camp being held there.....Virginia McInnis is back from Arkansas and Louisiana and can give anyone interested some real "dope" on Clyde Barrow..... G. L. Hagler left this week for the World's Fair at Chicago, while Y. L. Hughes and family will visit old haunts in Miss..... Roy Robinson has been working in Jasper lately, doing relief work while some of the boys are on their vacation.....Kirk Brock is the owner of a new Chevrolet Sedan and boasts that it has really been broken in right.....Leo Hyatt has just returned from his vacation and tells us his farm is looking fine and that he has enough can goods in his cellar to last all winter.....Claude Lively will spend the next two weeks fishing and camping somewhere in east Texas.....Cecil Keith is still demonstrating his ability as a salesman around these parts. His latest conquests are E. L. Granau and Mamie Voyles, who recently purchased new Pontiac Sedans.



P.A. Ice Dept.

The Ice Dept. was grieved to learn of the death of Eddie Vaughan's sister. Our heartfelt condolences are extended to Eddie.

Louis Olivier has resigned to resume his studies and football training at Texas University. Louis chose ice juggling as a means of body building. Our Procter Street route has really made wonder-

ful changes in Louis' physique. It looks bad for the Aggies this year.....C. B. Johnson, mechanical engineering student, resigned to accept a position with The Texas Company..... Beaumont sports officials can boastfully say that they have at least two Port Arthur supporters. V. F. Young and Sam Polito can be seen traveling to Beaumont each Tuesday night to attend the wrestling matches.....The sudden climatic changes have taken toll in the Ice Dept. We have had our share on the sick list this month, however, they have convalesced splendidly..... L. West made a hurried trip to the country on the 12th, to replenish his supply of canned vegetables.

LAKE CHARLES

Members of the Sales Dept. back from vacations are Mr. Reeves, who, with Mrs. Reeves and Miss Meda Keator, motored to Las Cruces, N.M., to visit Mr. and Mrs. Lee Reeves; Lionel Dugas, Wiley Bowden, Mrs. Ferguson, Jennings Fisher and Maureen Hobert. Mr. LeVois visited the LeVois family in Lafayette. Mr. Mattingly started his vacation the 25th.


Rice farmers sure feel fine. They have fine crops and we hope the price will be good.....The Elton Gin started operating. They expect to gin about 1000 bales.....That little old Irishman McCrary down at Lake Arthur is sure selling G.E. Liftops to beat heck. Good luck to you, Mack!

Lafayette Division

Construction work is under way on a 33 KV transmission line to serve the Bosco oil field, located six miles north of our present lines near Scott. This field has been developed very rapidly and promises to be one of the major Gulf Coast fields.....Vacations are well under way, the LeDoux having gone to El Paso and New Mexico; Turbeville to San Antonio; Sonnier is staying in Lafayette and casting a watchful eye over the progress of a new residence he is having built; Cordson staying in Lafayette; Campbell to Georgia, and Dugas to Carencro.....The Lafayette Division seems to be getting just a little more than the usual allotment of wind storms, one tornado and two severe wind storms having occurred within the last several months.

NAVASOTA

Contracts have been signed with the Tide Water Oil Company for lighting and miscellaneous power service to this Company's pipe line station and production camps in the Conroe field. The distribution system built by the Tide Water Oil Company will make service available to approximately fifty wells which have been completed and are now flowing. The line crews are now in Conroe completing the work necessary to furnish service to this Company.Bert Foskett, from the garage, made a trip to Houston and Beaumont after a desperate struggle to get away from quite a few girls here in Navasota for that long.....The golf bugs in the division office are planning to install an EK-1 refrigerator in which to keep cold towels for Ralph Cargill's head so he can keep a clear enough vision, even in his wrath, not to drive Fred Bridler's ball clear off into the rough because he thought it belonged to just a child who made the mistake of driving up onto the green while Ralph was preparing to putt.....The competition is getting so keen in the division office foursome that it is becoming necessary to secure the services of an expert auditor in order to keep the game honest.



Huntsville

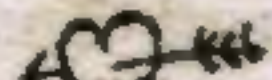
Vacations: Ruth Porter Lee is enjoying her vacation at present in Houston and "Sleepy Hollow Lodge" near Conroe.....Linzie May Dinkins, a former employee, is relieving Ruth, and we are glad to have her around. Her being here has made a great change in friend husband - if you know Dink, you got what I mean! The Dinkins family recently took off a couple of weeks and visited in Gall and Beaumont. J. Roy Peckham held down the chair formerly occupied by the vacationer.

Gus Hollinshead recently captured a 13 $\frac{3}{4}$ lb. black Bass at Elkins Lake near Huntsville. Gus was very calm in landing the big fellow and has said little about it around town.

We are glad to have W. A. Grossie back at the plant after being off several months for an operation.

Conroe

Mr. G. B. Boswell has gone in the Theatrical business, playing the part of "The Little Indian Girl".....Mr. Gilmore is climbing poles with his hooks and automobile both.....We are proud to announce that we have been fortunate in picking up new load in the Conroe oil field this past week. We are building $3\frac{1}{2}$ miles of distribution in order to serve the three Tidewater camps with lights and small power. We were also fortunate in securing a 20-50 H.P. combination load from Haskell-Smith Oil Co. This is the first one of the Conroe oil wells to go on pump. It is operated with a combination motor, 20 H.P. on the pump and 50 H.P. pulling tubing..... At the present time there are 825 producing wells in the Conroe field, 10 rigs in operation. There will be something like 900 or 950 producing wells in the field when it is completed on the 20 acre drilling basis.....R. C. Wakefield, our D.R., has been singing for the past week, "I'm Looking Thru Rose Colored Glasses." We wonder what he has been trying to conceal.

Marcus Andrews, of the Huntsville office, went to Calvert a week or so ago to see his girl. As he got off of the bus in Calvert, he asked the driver to get his bag and was giving him the devil for not finding it when he remembered he had left it in Huntsville. He has been guilty of several other absent-minded stunts lately. Is it the heat - or the Cupid-ity! 

Sour Lake

Mrs. Bill Bettis is back from vacation. She visited in Brenham, Caldwell and Cameron.....We welcome to Sour Lake, R. L. Dearman of Liberty, who has taken H. A. Tuma's place as serviceman. Mr. Tuma left the Company to accept a position as serviceman with the Atlantic Pipe Line Co. at Aransas Pass, Texas.....Supt. Barrow and family vacationed in New Orleans.

Caldwell

On August 2, employees and their wives were entertained with a barbeque given by B. M. Hillard at Judge Hillard's ranch.....Jack Allen, former electrician here, who has been on sick leave, visited

us recently. He is looking improved.....The ginning season is getting under way now and should be in full sway in the next two weeks. This should help the KWH consumption.....DISCOVERED, a new way to make it rain. Send I. C. Moore to Lyons to play golf.....Tony Fontana was here the first of the month taking stock.....Miss Schow, our cook with the V-8, was here the latter part of last month and got several new range users started off on the right foot.....Mrs. Bill Clarke underwent an appendicitis operation in Navasota, and we are pleased to say, is doing nicely.

Calvert

Vacations: Louise Epstein visited Houston, Navasota and Austin. While she was away, Pinkie Burnitt was relief clerk. Emory Barrett is dividing his time between Galveston, Houston and Bodias. J. R. Peckham is doing the relief work, and we are very glad to have him. This is his first visit to our district.

Marvin Seigler of the service department was recently transferred to the line crew at Navasota. Bill McIntosh took Marvin's place, but he will leave early in September to continue his studies at A. & M.Our ice plant has been in almost continuous operation all summer. We are supplying dealers in Hearne, Normangee, Franklin and Kosse as well as our plant at Bryan. Our ice business has been good.....At a recent meeting of the stockholders of the Calvert Country Club, Mr. Crouch was reelected president.....Miss Selma Schow spent several days with us during the latter part of July.

Orange

Born to the Caleb Frenchs, a baby boy on June 20, named Caleb, Jr.....Brad McMaster vacationing for two weeks....."Slim" Bolton and family to the World's Fair.....Otis Parker has been transferred to Liberty, and James Selman has taken Otis' place.....Two new employees at the plant: John Henry Harrison and J. C. Norris.